

## ORDER



**Orders**  
**Order / Rev:** 67120  
**Alt Order #:** 9848221 /Brad  
**Product Desc:** TOM SMITH FOR SENATE  
**Estimate:** 325  
**Flight Dates:** 10/23/12 - 10/29/12  
**Original Date / Rev:** 10/19/12 / 11/02/12  
**Order Type:** GENERAL

## WHP-TV CBS21

**Primary AE:** Millennium Washington DC  
**Sales Office:** MNAT  
**Sales Region:** National

**Agency**  
**Name:** SRCP Media  
**Buying Contact:**  
**Billing Contact:**  
 201 North Union Street Suite 200  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Smith/R/Senate  
**Demographic:** A35+  
**Product Codes:** US Senate  
**Priority:** P-3  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	89	\$32,225.00	\$27,391.25
10/29/12	10/29/12	14	\$2,425.00	\$2,061.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	89	\$32,225.00	\$27,391.25	0.00
November 2012	14	\$2,425.00	\$2,061.25	0.00
<b>Totals</b>	<b>103</b>	<b>\$34,650.00</b>	<b>\$29,452.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
WHP-TV CBS21	18%	\$34,650.00
Market	100%	\$192,500.00

## Competitive Share

Competitive Share	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	51%	\$98,175.00
WHTM	25%	\$48,125.00
WLYH	0%	\$0.00
WPMT	6%	\$11,550.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	10/23/12	10/29/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a	MTWTF--	:30	5	\$100.00	P-3	0.00	NM	4	\$400.00
<b>Spot</b> <b>Ch</b> <b>Date Range</b> <b>Description</b> <b>Start/End Time</b> <b>Weekdays</b> <b>Length</b> <b>Rate</b> <b>Rtg</b> <b>Type</b>															
5	WHP	10/23/12-10/29/12	M-F 10a-11a	10a-11a		MTWThF----		:30		<del>(\$100.00)</del>		0.00	NM		
See MG 23.2,23.3,23.4,23.5,23.6,23.7,23.8,23.9,23.10,23.11,23.12 [Preempted by NSM]															
N 2	WHP	10/23/12	10/29/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	6	\$325.00	P-2	0.00	NM	6	\$1,950.00
N 3	WHP	10/23/12	10/29/12	M-F 1230p-2p Soap Rotator	CM	1230p-2p	MTWTF--	:30	15	\$75.00	P-4	0.00	NM	10	\$750.00

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N 3	WHP	10/23/12	10/29/12	M-F 1230p-2p Soap Rotator	CM	1230p-2p	MTWTF--	:30	15	\$75.00	P-4	0.00	NM	10	\$750.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	WHP	10/23/12-10/29/12	M-F 1230p-2p See MG 23.2,23.3,23.4,23.5,23.6,23.7,23.8,23.9,23.10,23.11,23.12 [Preempted by NSM]	1230p-2p		MTWThF----		:30		<del>(\$75.00)</del>		0.00	NM		
8	WHP	10/23/12-10/29/12	M-F 1230p-2p See MG 23.2,23.3,23.4,23.5,23.6,23.7,23.8,23.9,23.10,23.11,23.12 [Preempted by NSM]	1230p-2p		MTWThF----		:30		<del>(\$75.00)</del>		0.00	NM		
10	WHP	10/23/12-10/29/12	M-F 1230p-2p See MG 23.2,23.3,23.4,23.5,23.6,23.7,23.8,23.9,23.10,23.11,23.12 [Preempted by NSM]	1230p-2p		MTWThF----		:30		<del>(\$75.00)</del>		0.00	NM		
12	WHP	10/23/12-10/29/12	M-F 1230p-2p See MG 23.2,23.3,23.4,23.5,23.6,23.7,23.8,23.9,23.10,23.11,23.12 [Preempted by NSM]	1230p-2p		MTWThF----		:30		<del>(\$75.00)</del>		0.00	NM		
13	WHP	10/23/12-10/29/12	M-F 1230p-2p See MG 23.2,23.3,23.4,23.5,23.6,23.7,23.8,23.9,23.10,23.11,23.12 [Preempted by NSM]	1230p-2p		MTWThF----		:30		<del>(\$75.00)</del>		0.00	NM		
N 4	WHP	10/23/12	10/29/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	MTWTF--	:30	10	\$50.00	P-4	0.00	NM	8	\$400.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
5	WHP	10/23/12-10/29/12	M-F 3p-4p Credited [Credited Spot]	3p-4p		MTWThF----		:30		<del>(\$50.00)</del>		0.00	NM		
6	WHP	10/23/12-10/29/12	M-F 3p-4p Credited [Credited Spot]	3p-4p		MTWThF----		:30		<del>(\$50.00)</del>		0.00	NM		
N 5	WHP	10/23/12	10/29/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	MTWTF--	:30	7	\$150.00	P-3	0.00	NM	7	\$1,050.00
N 6	WHP	10/23/12	10/29/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	MTWTF--	:30	5	\$110.00	P-3	0.00	NM	5	\$550.00
N 7	WHP	10/23/12	10/29/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	MTWTF--	:30	5	\$110.00	P-3	0.00	NM	5	\$550.00
N 8	WHP	10/23/12	10/29/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	MTWTF--	:30	5	\$125.00	P-3	0.00	NM	5	\$625.00
N 9	WHP	10/23/12	10/29/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MTWTF--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00
N 10	WHP	10/23/12	10/29/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	MTWTF--	:30	5	\$450.00	P-3	0.00	NM	4	\$1,800.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
5	WHP	10/23/12-10/29/12	M-F 730p-8p See MG 23.2,23.3,23.4,23.5,23.6,23.7,23.8,23.9,23.10,23.11,23.12 [Preempted by NSM]	730p-8p		MTWThF----		:30		<del>(\$450.00)</del>		0.00	NM		
N 11	WHP	10/23/12	10/29/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	MTWTF--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
N 12	WHP	10/23/12	10/29/12	Letterman Letterman	CM	1135p-1235a	MTWTF--	:30	10	\$140.00	P-2	0.00	NM	6	\$840.00

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N12	WHP	10/23/12	10/29/12	Letterman Letterman	CM	1135p-1235a	MTWTF--	:30	10	\$140.00	P-2	0.00	NM	6	\$840.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WHP	10/23/12-10/29/12		Letterman		1135p-1235a	MTWThF----	:30		<del>(\$140.00)</del>		0.00	NM		
		See MG 23.2,23.3,23.4,23.5,23.6,23.7,23.8,23.9,23.10,23.11,23.12 [Preempted by NSM]													
4	WHP	10/23/12-10/29/12		Letterman		1135p-1235a	MTWThF----	:30		<del>(\$140.00)</del>		0.00	NM		
		See MG 23.2,23.3,23.4,23.5,23.6,23.7,23.8,23.9,23.10,23.11,23.12 [Preempted by NSM]													
5	WHP	10/23/12-10/29/12		Letterman		1135p-1235a	MTWThF----	:30		<del>(\$140.00)</del>		0.00	NM		
		See MG 23.2,23.3,23.4,23.5,23.6,23.7,23.8,23.9,23.10,23.11,23.12 [Preempted by NSM]													
10	WHP	10/23/12-10/29/12		Letterman		1135p-1235a	MTWThF----	:30		<del>(\$140.00)</del>		0.00	NM		
		See MG 23.2,23.3,23.4,23.5,23.6,23.7,23.8,23.9,23.10,23.11,23.12 [Preempted by NSM]													
N13	WHP	10/23/12	10/29/12	Tue Reg 1 Tue 8p-9p	CM	8p-9p	-T-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
N14	WHP	10/23/12	10/29/12	Tue Reg 2 Tue 9p-10p	CM	9p-10p	-T-----	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
N15	WHP	10/23/12	10/29/12	Wed Reg 1 Wed 8p-9p	CM	8p-9p	--W----	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
N16	WHP	10/23/12	10/29/12	Wed Reg 2 Wed 9p-10p	CM	9p-10p	--W----	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
N17	WHP	10/23/12	10/29/12	Wed Reg 3 Wed 10p-11p	CM	10p-11p	--W----	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
N18	WHP	10/23/12	10/29/12	Thu Reg 1 Thu 8p-9p	CM	8p-9p	---T---	:30	1	\$1,700.00	P-3	0.00	NM	1	\$1,700.00
N19	WHP	10/23/12	10/29/12	Fri Reg 2 Fri 9p-10p	CM	9p-10p	----F--	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
N20	WHP	10/23/12	10/29/12	Fri Reg 3 Fri 10p-11p	CM	10p-11p	----F--	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
N21	WHP	10/23/12	10/29/12	CBS This Morning Satur Saturday Early Show	CM	9a-11a	-----S-	:30	3	\$70.00	P-3	0.00	NM	3	\$210.00
N22	WHP	10/23/12	10/29/12	Su 6p-630p News CBS 21 News at 6p	CM	6p-630p	-----S	:30	2	\$80.00	P-3	0.00	NM	2	\$160.00
N23	WHP	10/23/12	10/29/12	Sat Reg 2 Sat 9p-10p	CM	9p-10p	-----S-	:30	1	\$1,200.00	P-1	0.00	NM	11	\$2,685.00

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N23	WHP	10/23/12	10/29/12	Sat Reg 2 Sat 9p-10p	CM	9p-10p	-----S-	:30	1	\$1,200.00	P-1	0.00	NM	11	\$2,685.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	10/23/12-10/29/12	Sat Reg 2	9p-10p		-----Sa--		:30		<del>(\$1,200.00)</del>		0.00	NM		
			See MG 23.2,23.3,23.4,23.5,23.6,23.7,23.8,23.9,23.10,23.11,23.12 [Preempted by NSM]												
2	WHP	10/23/12-10/29/12	Sat Reg 2	9p-10p		-----Sa--		:30		\$350.00		0.00	NM		
	Ⓜ		MG for 3.8,12.4,23.1,12.5,3.10,12.10,10.5,3.13,1.5,12.2,3.3,3.12 [MG within Flight]												
3	WHP	10/23/12-10/29/12	M-F 6a-7a News	6a-7a		MTWThF----		:30		\$70.00		0.00	NM		
	Ⓜ		MG for 3.8,12.4,23.1,12.5,3.10,12.10,10.5,3.13,1.5,12.2,3.3,3.12 [MG within Flight]												
4	WHP	10/23/12-10/29/12	M-F 2p-3p	2p-3p		MTWThF----		:30		\$65.00		0.00	NM		
	Ⓜ		MG for 3.8,12.4,23.1,12.5,3.10,12.10,10.5,3.13,1.5,12.2,3.3,3.12 [MG within Flight]												
5	WHP	10/23/12-10/29/12	M-F 2p-3p	2p-3p		MTWThF----		:30		\$65.00		0.00	NM		
	Ⓜ		MG for 3.8,12.4,23.1,12.5,3.10,12.10,10.5,3.13,1.5,12.2,3.3,3.12 [MG within Flight]												
6	WHP	10/23/12-10/29/12	M-F 2p-3p	2p-3p		MTWThF----		:30		\$65.00		0.00	NM		
	Ⓜ		MG for 3.8,12.4,23.1,12.5,3.10,12.10,10.5,3.13,1.5,12.2,3.3,3.12 [MG within Flight]												
7	WHP	10/23/12-10/29/12	M-F 2p-3p	2p-3p		MTWThF----		:30		\$65.00		0.00	NM		
	Ⓜ		MG for 3.8,12.4,23.1,12.5,3.10,12.10,10.5,3.13,1.5,12.2,3.3,3.12 [MG within Flight]												
8	WHP	10/23/12-10/29/12	M-F 2p-3p	2p-3p		MTWThF----		:30		\$65.00		0.00	NM		
	Ⓜ		MG for 3.8,12.4,23.1,12.5,3.10,12.10,10.5,3.13,1.5,12.2,3.3,3.12 [MG within Flight]												
9	WHP	10/23/12-10/29/12	NFL RS Game Early	1p-4p		-----SaSu		:30		\$1,300.00		0.00	NM		
	Ⓜ		MG for 3.8,12.4,23.1,12.5,3.10,12.10,10.5,3.13,1.5,12.2,3.3,3.12 [MG within Flight]												
10	WHP	10/23/12-10/29/12	Fri Reg 1	8p-9p		-----F----		:30		\$400.00		0.00	NM		
	Ⓜ		MG for 3.8,12.4,23.1,12.5,3.10,12.10,10.5,3.13,1.5,12.2,3.3,3.12 [MG within Flight]												
11	WHP	10/23/12-10/29/12	SEC Day Game	Various		-----Sa--		:30		\$200.00		0.00	NM		
	Ⓜ		MG for 3.8,12.4,23.1,12.5,3.10,12.10,10.5,3.13,1.5,12.2,3.3,3.12 [MG within Flight]												
12	WHP	10/23/12-10/29/12	CBS This Morning	7a-9a		MTWThF----		:30		\$40.00		0.00	NM		
	Ⓜ		MG for 3.8,12.4,23.1,12.5,3.10,12.10,10.5,3.13,1.5,12.2,3.3,3.12 [MG within Flight]												
N24	WHP	10/23/12	10/29/12	Sa-Su 11p-1130p News CBS 21 News Weekend	CM	11p-1130p	-----SS	:30	2	\$90.00	P-3	0.00	NM	2	\$180.00
N25	WHP	10/23/12	10/29/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:30	3	\$150.00	P-3	0.00	NM	3	\$450.00
N26	WHP	10/23/12	10/29/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
N27	WHP	10/23/12	10/29/12	Sun Reg 2 Sun 8p-9p	CM	8p-9p	-----S	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
N28	WHP	10/23/12	10/29/12	Sun Reg 3 Sun 9p-10p	CM	9p-10p	-----S	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
N29	WHP	10/23/12	10/29/12	Sun Reg 4 Sun 10p-11p	CM	10p-11p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
													Totals	103	\$34,650.00